

day when such "orders" for a certain font approached the minimum production quantity, whereupon takers would be notified and asked for a firm order. Single requests ranged from 3 1/2 point Brilliant Roman for bughunter's specimen tags to 9-line-nonpareil Chinese Cookstove Gothic for the Pen Pal of All True Type Lovers. The situation drove its author to seek early retirement as an avenue of escape.

It is not easy to break an old dog from sucking eggs. When the Happy Retiree wanted Cincinnati Initials for his printing of *The Ellendale Chapter* he propositioned some of his friends to take surplus fonts that an economical casting, in six-inch foundry lines of sorts, would render. Response to this "kittypot" invitation made two castings necessary. Shortly afterward there came a letter from Lawton Kennedy saying he had lined up kittypot participants for Farmer Original Old Style Italic, if there was any way to procure that century-old type at favorable cost. When ATF complied with our polite request, Lawton and other Californians were made happy. The fifth special casting of OOSI is presently in process at Elizabeth.

Kittypot participation enabled us to procure the type in use for these lines—11/12 point Wasyde Roman & Italic.

American Type Founders Company has the matrices to make hundreds of type styles that are no longer in popular demand. Type fonts to sell at standard prices must be made in *economical minimum production quantities*. There is a limited market for certain exotic faces and for types that have historical significance, but it is a "hidden market," too difficult and too expensive to be reached by type salesmen or direct advertising. Inquiries from individuals or from field representatives regarding availability of ancient type, borders and ornaments, interfere with efficiency in a mass-production plant. Often a safe reply calls for hours of careful checking—time wasted because the customer is not willing to pay the cost of a special casting from old mats, on which the Foundry would, most likely, lose money at any rate. So the antique collector calls the typefounder a dirty name because the latter has to make a living.

Some years ago the writer evolved a "subscription casting plan." It went over like a type-metal balloon. Under the plan token orders were accepted to be held against the

"Kittypot Casting"

Here is what is meant by

IN ALL THE WORLD NO TYPE LIKE THIS!

CO	ZZ	MM	WW	LL	UU	GG
II	NN	XX	YY	DD	KK	TT
ZZ	MM	WW	LL	UU	GG	CC

abcdefghijklmnopqrstuvwxyz

18 POINT PEKIN

\$7.70

Delights for Typewranglers & Bookworms

With a Little Something For 41 Birds

THE subscriber did some time since offer to the sentimentalists of the Press, and to others who are pleased to encourage the extensive propagation of polite literature, sundry founts of printers' letter and a parcel of books, all and several having been snapt up with amazing rapidity. Now he begs leave to present to his select *clientele* a more extensive as well diverse collection of valuable and rare books, *prime foundry types, &c, &c*, all for current money.

STEVE L. WATTS, Box 226, Front Royal, Va.

This, 16th June 1958.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Patented 11 September 1888 by the Great Western Type Foundry, this unique type trims flush at top and bottom, making it invaluable to the typographical tilesetter. Make your own monograms, railroads, cattle brands, &c. Not recommended for longhaired or time-conscious printers. 6A 14a font \$7.70. Two for \$15. Post free.

